

from the Michigan Film Office...

RUSSELL INDUSTRIAL CENTER SEES SPIKE IN FILM SPACE RENTAL Warehouse Complex on Track to Reach \$100,000 in Film Production Business

Business: Russell Industrial Center, Detroit, Michigan

Most recent business developments:

- Revenue of \$50,000 for first six months, up 400% over 2007
- Film rental space reaches 30,000 sq. ft. from four shoots; another 3–5 productions expected in 2008
- Revenue expected to reach \$100,000 by year's end

Recent projects: *Red and Blue Marbles*, *The Saint*, *Girl Who Invented Kissing*,
The Prince of Motor City,

Profile:

Historic industrial complex with over two million square feet continually reinvents itself with a diversified tenant list of lofts, artist residences and other clientele, facilitating an apt transition into film production. Launching in August 2008, a European-style "Russell Bazaar" which will accommodate over 200 retail booths. The center's annual People's Arts Festival takes place September 13, providing free booth space to 250 artists located throughout the center's grounds.

Key Developments:

- Diverse and plentiful space is proving immediately popular with film productions, accommodating soundstage, construction and office space
- Center's occupancy increased 100% over two years, driven by eclectic tenant list of artist studios, graphics, retail and clothing designers

Quote from Eric C. Novack, Operations Manager, Russell Industrial Center:

"Anyone even peripherally involved with the film industry here can see up close what kind of impact is being made. We're seeing hundreds of thousands of dollars spent all over town, from crew members just living day-to-day, to purchases for props, to set construction, the works."

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